1983

July – Philip Morris signs an agreement with Eger Tobacco Co. for licensed manufacture of *L&M 100's Flavor Lights* in Hungary.

September – "Painting in the South," the first comprehensive study of southern painting is organized by the Virginia Museum of Fine Arts and sponsored by Philip Morris Incorporated.

October – The Seven-Up Company renames 10 company-owned bottling operations *7UP/Like* Cola Bottling companies.

– The Seven-Up Company opens the *7UP* Consumer Center, a nationwide toll-free consumer-response system, the first in the soft-drink industry.

– The Seven-Up Company adds NutraSweet to *Diet 7UP* and *Sugar Free Like* Cola in selected markets.

November – Philip Morris Inc. announces chairman and management successions:

Effective December 1, 1983, Hamish Maxwell becomes President and Chief Operating Officer, Philip Morris Inc., and Clifford H. Goldsmith becomes Vice Chairman and Chairman, Corporate Products Committee, Philip Morris Inc.

Effective April 25, 1984, George Weissman becomes Chairman of the Executive Committee of the Board, and Joseph F. Cullman, 3rd, becomes Chairman Emeritus of the Company.

Effective August 1, 1984, George Weissman will step aside as Chairman and Chief Executive Officer, Philip Morris Inc.; Hamish Maxwell becomes Chairman and Chief Executive Officer, Philip Morris Inc.; John A. Murphy becomes President and Chief Operating Officer, Philip Morris Inc.; and Hugh Cullman becomes Vice Chairman, Philip Morris Inc.

– Philip Morris Inc. announces that it will purchase, from time to time over the next year, up to four million shares of its common stock in the open market or in privately negotiated transactions.

– The exhibit "The Precious Legacy: Judaic Treasures from the Czechoslovak State Collections," is sponsored by Philip Morris Incorporated.

December – Real estate activities are reorganized into Mission Viejo Realty Group Inc., a wholly-owned unconsolidated subsidiary of Philip Morris. Continental Equity Investments, Inc., is formed for investment in income producing real estate.

– Benson & Hedges (Canada) Inc., headquarters moves to newly constructed Banque Nationale Tower in Montreal.

– Philip Morris Incorporated sponsors the Alvin Ailey Dance Theatre's 25th anniversary tour.

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1984

- Oscar Mayer & Co. introduces Cheese, Bacon & Cheese, and Nacho Cheese hot dogs.
- The nation's first computerized bakery is built by the Charles Freihofer Baking Co. in Albany, New York.
- Ronzoni Corporation is acquired by General Foods Corporation.
- Oroweat Foods Company, bakers of specialty bread and rolls in the western U.S., is purchased by General Foods Corporation and integrated with Entenmann's, Inc.
- Three flavors of *Louis Rich* Breast of Turkey are introduced nationally.
- Oscar Mayer & Co. opens a new bacon plant in Coshocton, Ohio.

January

- Philip Morris Inc. announces record revenues and earning for the 30th consecutive year, as consolidated operating revenues increased 12%, to $13 billion. Philip Morris U.S.A. gained market share for the 21st consecutive year; its share reached 34.4%. Philip Morris International increased total unit volume to 244.8 billion units. Miller Brewing Company operating income rose substantially, 43.1%, to $227.3 million, a 1.9% increase from 1982. Mission Viejo Realty Group Inc. announced operating revenues of $258.5 million and operating income of $40.5 million, respective increases of 98.6% and 100.0% from 1982, the highest in the company's history.

February

- *Stanton*, the first free-standing American-blend Philip Morris product "with Scandinavian taste," is launched in Sweden. On June 18, 1984, *Stanton* is launched in Norway. In addition to a standard *flip-top* box, for the first time in both countries a 14's pack has been introduced.

March

- The Seven-Up Company announces that it led the soft-drink industry in 1983 with double-digit sales volume increases.

April

- Philip Morris signs license agreement with the Manufacture de Tabacs de l'Quest African for the local production of *Marlboro* in Senegal.
- ATW, the Austrian State Tobacco Monopoly, begins production of *Marlboro Lights* under license.
- Miller Brewing Company rolls out *Milwaukee's Best* nationally in the budget-brand category.
- *Peter Jackson* 30's are launched nationally in Australia.

May

- The Seven-Up Company announces results from independently conducted taste tests that found *Diet 7UP* preferred almost two to one over both *Diet Coke* and *Diet Pepsi*.
- The Seven-Up Company and Universal Foods Corporation completed the transfer of Universal's Beverage Division, Mid-Continent Bottlers, to The Seven-Up Company in exchange for cash and the Warner-Jenkinson Company.

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June – General Foods Corporation divests *Gaines* pet foods.

July – Olympic cycling road races are held in Mission Viejo, California, before a crowd of more than 200,000, with the American team winning its first gold medals of the 1984 Olympics.

August – Mission Viejo Nadadores swimming and diving teams win 10 gold, two silver, and one bronze medal at the 1984 Olympics. If Mission Viejo had been a country, it would have ranked fifth in the world gold-medal count.

– Miller Brewing Company enters selected test markets with two new beers: *Sharp's LA*, the company's first low-alcohol product, and *Meister Bräu Light*.

October – Miller introduces a new premium beer — *Plank Road Original Draught* — in five test markets. The beer is a draft beer, but is packaged and sold in 12-ounce bottles rather than in traditional kegs.

– The "Next Wave" Festival is organized by the Brooklyn Academy of Music and sponsored by Philip Morris Incorporated.

1985 – A new hot dog facility for Oscar Mayer & Co. begins production in Columbia, Missouri.

January – Philip Morris Inc. announces 1984 consolidated operating revenues increased 6.5%, to $13.8 billion. Philip Morris U.S.A. increased its market share to 35.3%, the 22nd consecutive year of share gains. Philip Morris International's volume grew 5.5%, to 258.2 billion units. Miller Brewing Company shipments totalled 37.52 million barrels. The Seven-Up Company reported a 12.9% gain in revenues, to $734 million.

February – Miller introduces the "Big Four O" 40-ounce bottle.

– The Miller Brewing Company introduces a new marketing plan for Miller High Life, "Miller — Made the American Way," and brings back the majestic eagle emblem.

May – Philip Morris Inc., sells substantially all of Philip Morris Industrial.

– Mission Viejo adds 40,000 square feet to its 10,000-square-foot Northridge Recreation Center in Highland Ranch, Colorado — a $7.5 million expansion.

June – *Philip Morris Magazine* is launched.

July – The corporate framework of Philip Morris Inc., is restructured and Philip Morris Companies Inc., a holding company, becomes the publicly-held parent of Philip Morris Incorporated.

August – General Foods Corporation introduces the *Fresh Lock* packet for coffee. The packet removes all air and moisture from the container, allowing the coffee to remain fresher longer.

– The Mission Viejo Nadadores win their 44th national team title to surpass the Santa Clara Swim Club for "most wins by a team in the history of swimming."

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October – Philip Morris Companies Inc. is listed on the Tokyo Stock Exchange.

– General Foods Corporation introduces *Post Horizon* cereal.

– Law requiring four rotating health warnings to appear on cigarette packages and advertising goes into effect.

November – Philip Morris Companies Inc. acquires General Foods Corporation.

– Philip Morris Credit Corporation exceeds $1 billion in total assets.

– James L. Ferguson is named Vice Chairman of Philip Morris Companies Inc.

– Miller introduces the "This World Calls for *Löwenbräu*" campaign.

December – Mission Viejo announces the opening of the Centennial Freeway on the northern edge of the Highlands Ranch in Colorado, giving it three freeway entrances.

1986

January – Miller Brewing Company begins marketing *Miller High Life Genuine Draft*. The brew is a draft unpasteurized premium beer bottled using a special cold-filtration process. The brand is marketed under the theme "The smoothness of draft beer in a bottle."

– Philip Morris Companies Inc., reports a 41.3% increase in 1985 net income, from $899 million to $1.255 billion. Earnings per share were $2.37, up from 85 cents per share one year earlier.

– Mission Viejo, California, launches its year-long 20th anniversary celebration with dedication of a community flag.

– General Foods Corporation gives $1.7 million to Meharry Medical College as startup funds for a Nutrition Center.

February – The Board of Directors of Philip Morris Companies Inc., declares a two-for-one split-up of the company's common stock, subject to approval by stockholders at the annual meeting, and increases the quarterly dividend on the common stock by 15%.

– *Miller Genuine Draft* is introduced in 22 states.

March – Mission Viejo Realty Group announces the creation of Mission Viejo Business Properties to oversee all business properties development in California, Colorado, and other areas.

April – Mission Viejo Realty Group sells its 20,000th home in Mission Viejo, California.

– Philip Morris Credit Corporation acquires General Foods Credit Corporation.

May – *Miller Genuine Draft* becomes available in 12-ounce bottles in 48 states.

June – Miller launches a major marketing campaign for *Miller High Life* in Puerto Rico.

– Miller introduces *Gettelman Lager Beer* in four test markets.

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July – Mission Viejo Realty Group Inc. merges with Philip Morris Credit Corporation.

– Miller Brewing Company becomes a first-tier subsidiary of the Philip Morris Companies Inc.

– Philip Morris Companies Inc., sells Seven-Up International, the third-largest soft-drink company outside of the U.S., to PepsiCo, Inc.

August – *Milwaukee's Best Light* debuts in 12 states and the District of Columbia.

September – *Miller Genuine Draft* becomes available in 12-ounce cans throughout the U.S.

1987

January – Philip Morris Companies Inc. announces 1986 consolidated operating revenues increased 59.2%, to $25.4 billion. Net earnings were up 17.7%, to $1.5 billion, from the prior year's net earnings of $1.3 billion. Earnings per share were $6.20, up 18.3% from $5.24 in 1985. The 1986 results include General Foods Corporation, a wholly-owned subsidiary since November 1, 1985, and exclude The Seven-Up Company.

– Philip Morris U.S.A. reports operating revenues of $7.1 billion, up 6.7% from 1985. Operation income increased 15.6%, to $2.4, in 1986.

– Philip Morris International's volume of 292.3 billion units was its highest ever and a 6.3% gain over 1985. Its operating revenues were $5.6 billion, up 41.2% over 1985, and operating income was $501 million, up 15.2% over 1985. General Foods Corporation's operating income increased 7.2%, to $740 million, from the full year to 1985 on higher revenues of $9.7 billion.

– Miller Brewing Company operating revenues were $3.1 billion, an increase of 4.8% from 1985. Operating income rose 16.7%, to $158 million. Miller shipments for the year totaled 38.7 million barrels, a 4.4% increase over 1985.

– Philip Morris Credit Corporation (PMCC), an unconsolidated subsidiary, had revenues of $162.0 million, an increase of 74%; while net earnings rose 100%, to $70.9 million. These results include the equity income since July 1986 of Mission Viejo Realty Group Inc., PMCC's real estate subsidiary.

– Housing sales Mission Viejo Realty Group rose 52% in 1986. Net earnings of $18 million were 45% higher than in 1985.

– The exhibit, "The Age of Sultan Suleyman the Magnificent," is organized by the National Gallery of Art and sponsored by Philip Morris Incorporated.

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April – Philip Morris Companies Inc. announces election of officers effective April 1, 1987:

R. William Murray, Vice Chairman, Philip Morris Companies Inc.

Philip L. Smith, Vice Chairman, Philip Morris Companies Inc.

Geoffrey Bible, President and Chief Executive Officer, Philip Morris International.

Hans G. Storr, Senior Vice President and Chief Financial Officer, Philip Morris Companies Inc.

Ehud Houminer, Senior Vice President, Planning, Philip Morris Companies Inc.

June – Miller introduces *Matilda Bay* wine cooler, the first major non-carbonated, clear-based wine cooler in the U.S., into four test markets.

July – The Jacob Leinenkiugel Brewing Co. enters the American Beer Festival for the first time. The small family brewery's light lager beer wins a Gold Medal, beating out 119 other brewing companies.

August – Vlasic Foods Inc., a subsidiary of Campbell Soup Co. purchases the *Open Pit Barbecue Sauce* product line from General Foods.

– General Foods acquires Melrose Foods Co. of Winnipeg, Manitoba and Dickson's Food Service Co. of Vancouver, British Columbia and completes the purchase of Chase & Sanborn coffee food service.

– General Foods three business sectors become three separate operating companies:

General Foods, USA; Ervin R. Shames, President and Chief Executive Officer;

General Foods, Coffee & International; Robert L. Seelert, President and Chief Executive Officer;

Oscar Mayer Foods; James W. McVey, President and Chief Executive Officer.

– General Foods Corporation purchases the New York based Charles Freihofer Baking Company.

September – *Marlboro* Formula One driver, Alain Prost, wins the Portugese Grand Prix to become the most successful driver in history with 28 victories to date.

December – Miller Brewing Co. acquires Jacob Leinenkugel Brewing Co., a 120-year-old, Wisconsin based, brewery.

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